



# 2011 ANNUAL ACCOMMODATION REPORT

## HOTELS & CASINO HOTELS

FORM  
**SA-721A** (11-07-2011)

<b>DUE DATE</b>	
<b>Need help or have questions?</b> Call 1-800-327-4389, option "2" (8:00 a.m. - 5:00 p.m. ET, M-F)	
<b>YOUR RESPONSE IS REQUIRED BY LAW.</b> Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, <b>YOUR CENSUS REPORT IS CONFIDENTIAL.</b> It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.	

*(Please correct any errors in name, address, and ZIP Code.)*

<b>Return via Internet:</b> <a href="http://econhelp.census.gov/arts">econhelp.census.gov/arts</a>	<b>Return via Fax:</b> 1-800-447-4613	<b>To view Survey Results:</b> <a href="http://census.gov/retail">census.gov/retail</a>
Username:		
Password:		

### GENERAL INSTRUCTIONS

- Any significant change in this firm's operations should be noted in 15.
- For establishments sold or acquired in 2011 or 2010, report data only for the period the establishments were operated by this firm.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.

#### INCLUDE

- All accommodation establishments located in the U.S. (including the District of Columbia) operated by this firm and its subsidiaries.
- Data for auxiliary facilities primarily engaged in supporting services to this firm's establishment(s) such as warehouses, garages, central administrative offices, and repair services.

#### EXCLUDE

- Data for franchised establishments not owned or managed by this firm.
- Departments and concessions operated by other firms in this firm's establishment(s).
- Data for establishments located in U.S. Territories (such as Puerto Rico, American Samoa, Guam, U.S. Virgin Islands and Northern Mariana Islands).

### ANNOUNCEMENTS AND SPECIAL INSTRUCTIONS

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**1** Not Applicable.

**2 ORGANIZATIONAL CHANGE**

**A. Did this firm experience any acquisitions, sales, mergers, and/or divestitures in 2011 or 2010?**

Yes

No - Go to **3**

**B. Which of the following organizational changes occurred in 2011 or 2010?**

Check all that apply. If more than one organizational change occurred during the reporting period, explain in **15**.

Acquisition

Sale

Merger

Divestiture

Date of organizational change . . . . .

Month	Day	Year

AND

Enter detailed information below **7**

Name of company		EIN (9 digits)		
			-	
Address (Number and street, P.O. Box, etc.)				
City		State	ZIP Code	
				-

**3 REPORTING PERIOD**

**What time period is covered by the data provided in this report?**

Calendar year

Fiscal or partial year - Report beginning and ending dates . . . . .

2011			2011		
Beginning Date			Ending Date		
Month	Day	Year	Month	Day	Year

  

2010			2010		
Beginning Date			Ending Date		
Month	Day	Year	Month	Day	Year

**4 NUMBER OF ESTABLISHMENTS**

**How many establishments (hotels) did this firm have in the following categories in 2011 and 2010?**

**A.** Owned or leased by THIS firm and managed by THIS firm . . . . .

**B.** Owned by or leased by THIS firm, but managed by ANOTHER firm . . . . .

2011	2010

**1. What was the name and EIN of the management company for the hotels reported in **4 B**?**

If more than one management company, continue in **15** or on a separate paper.

Name of Company		EIN (9 digits)		
			-	

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**5 SALES, RECEIPTS, OR REVENUE**

**INCLUDE**

- Receipts from guest rooms or unit rentals for all establishments owned by this firm
- Receipts from rentals of public rooms such as ballrooms, conference rooms, etc.
- Sales of meals, alcoholic beverages, and other merchandise
- Sales of gaming operations
- Site rental and equipment usage fees
- Receipts from valet, laundry, parking, and other guest services provided by this firm
- For casino hotels, report sales net of promotional allowances
- Credit and cash net sales of merchandise
- Franchise or royalty fees
- Management fees
- Cost reimbursables from managed hotels

**EXCLUDE**

- Revenue from casinos without accommodations
- Revenue from timeshares or vacation ownership
- Occupancy taxes
- Sales from auxiliary establishments
- Carrying or other finance charges
- Commissions (such as vending machine operators, government lottery tickets, or other stores)
- Non-operating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
- Sales made by departments and concessions operated by other firms in this firm's accommodation establishment(s)

**DEDUCT**

- The actual value of rebates and discounts granted to the purchaser, even if granted as an increase in trade-in allowances

**A. What was this firm's total revenue in 2011 and 2010?** . . . . .

2011				2010			
\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.

**B. How much of the revenue reported in 5A was received from the following categories?**

*Sum of 5B1 through 5B5 should equal 5A.*

- 1. Hotels that this firm owns or leases . . . . .
- 2. Franchise or royalty fees . . . . .
- 3. Management fees . . . . .
- 4. Cost reimbursables from managed hotels . . . . .
- 5. Other - *Specify* ↴

2011				2010			
\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.

**C. Did this firm collect any sales taxes in 2011 or 2010?**

- Yes
- No - Go to 6

**D. What were the total sales taxes collected in 2011 and 2010?**

*Exclude excise and occupancy taxes. . . . .*

2011				2010			
\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.

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**6 E-COMMERCE**

*E-commerce is the sale of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-Commerce), extranet, EDI network, electronic mail, or other comparable online system. Payment may or may not be made online.*

**A. Did this firm have any e-commerce revenue (including rooms booked online) in 2011 or 2010?**

- Yes
- No - Go to **13**

**B. What was the total e-commerce revenue in 2011 and 2010?**

*Include rooms booked online . . . . .*

2011				2010			
\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.

**7-12** Not Applicable.

**13 OPERATING EXPENSES**

**INCLUDE**

- Expenses arising from the normal course of business
- Payroll
- Depreciation and amortization

**EXCLUDE**

- Bad debt
- Purchases of goods for resale or cost of goods sold
- Income taxes
- Interest expenses
- Impairment (reduction in value of long-lived assets due to reappraisal)
- Capitalized expenses (except payroll and fringe benefits)

**What were the total operating expenses for this firm in 2011 and 2010? . . . . .**

2011				2010			
\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.

**14 HOTEL MANAGEMENT**

*A hotel management company is a firm that both manages and provides the operating staff for short-stay accommodation establishments (e.g., hotels and motels) on a contractual basis.*

**A. Did this firm manage any hotels for another firm in 2011 or 2010?**

- Yes
- No - Go to **15**

**B. How many of the hotels managed by this firm were owned or leased by ANOTHER firm in 2011 and 2010? . . . . .**

2011	2010

**C. What was the total value of the following for the hotels reported in 14B in 2011 and 2010?**

1. Revenue  
*Refer to includes and excludes in 5.* . . . . .
2. Sales taxes  
*Exclude excise and occupancy taxes.* . . . . .
3. E-Commerce  
*Include rooms booked online. Refer to the definition in 6.* . . . . .
4. Operating expenses  
*Refer to includes and excludes in 13.* . . . . .

2011				2010			
\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.

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**15 REMARKS** - Please use this space to explain any significant year-to-year changes, to clarify responses, or indicate where data were estimated.

**16 CONTACT INFORMATION**

Name of person to contact regarding this report <i>(Please print)</i>					Title				
Address - Number and street					City		State	ZIP Code	
								-	
Telephone	Area code	Number		Extension	Fax	Area code	Number		
		-					-		
Website address									

**THANK YOU**  
**for completing your 2011 ANNUAL ACCOMMODATION REPORT.**  
 We suggest you keep a copy for your records.

Public reporting burden for this collection of information is estimated to average 23 minutes per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Paperwork Project 0607-0013, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to [Paperwork@census.gov](mailto:Paperwork@census.gov); use "Paperwork Project 0607-0013" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget (OMB). This 8-digit number appears in the top right corner of the form.

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